

## **ABSTRACT**

The invention provides a method for producing an entertainment product that allows members of the public to collectively make decisions that are traditionally made by the producers of the entertainment and to submit themselves as participants in the production of the entertainment.

- 5 The method comprises the steps of: designating a predetermined number of elements, associated with said entertainment product, that are open for application; registering a plurality of producers upon receiving producer applications that are open to the public; registering a plurality of contestants for each said element upon receiving contestant applications that are open to the public; registering producer input regarding contestants; determining at least one winner for each
- 10 said element based at least partially on said producer input; and producing the entertainment product in accordance with the winners.